

## CLAIMS

What is claimed is:

- 543  
A1
1. A method of displaying an image embedded in a web page, comprising the steps of:
- 2 determining the physical size of the display and the current resolution of the
- 4 display;
- 6 determining the desired physical size of the image to be displayed;
- displaying the image at the desired physical size.

2. A system for displaying an image embedded in a web page, comprising:
- 2 an image stored in the system, the image having a desired physical size;
- a display having a physical display area and a current resolution;
- 4 a processing system, the processing system comprising at least one processor,
- wherein the processing system scales the image, using the physical display area and
- 6 the current resolution, such that the image is displayed at the desired physical size.

3. A system for displaying an image embedded in a web page, comprising:
- 2 means for determining the physical size and current resolution of the display;
- means for reading an image to be displayed;
- 4 means for displaying the image at a desired size.

4/ A method of displaying an image embedded in a web page, comprising the steps  
2 of:

4 determining the desired length, in one dimension, of a browser window to be  
used to display the image;  
6 scaling the image, using a constant aspect ratio, to match the desired length;  
displaying the image

5/ A system for displaying an image embedded in a web page, comprising:

2 an image, the image having a desired size relative to the size of a browser used  
to display the image;  
4 a display having a current resolution;  
6 a processing system, the processing system comprising at least one processor,  
wherein the processing system scales the image, using the current resolution, such  
that the image is displayed, using a constant aspect ratio, at the desired relative  
8 size.

ADD

A2